

AMENDMENTS TO THE SPECIFICATION

Please amend the specification as follows:

Replace paragraph [0006], on page 2, with the following new paragraph:

[0006] Historically, for servers with relatively large number of devices (I/O and memory), the POST time takes several minutes to complete. The POST time is expected to become worse for the coming generations of PCs and servers. For example, the Itanium processor-based systems are expected to use boot-up time that is much longer than the Pentium-based machines. This is primarily due to the fact that the Itanium processors contain considerably more transistors and perform many more self tests on systems because of many enhanced capabilities introduced in the new processors. Other examples of factors that contribute to increase in the boot-up time include: number of drives to be mapped, number of independent BATCH files to be executed, and the number and type of drivers for the attached peripherals.

Replace paragraph [0009], on page 3, with the following new paragraph:

[0009] A better understanding of the present invention can be obtained when the following detailed description of some embodiments is considered in conjunction with the following drawings in which:

Figure 1 is a flowchart of an exemplary technique of displaying a commercial message on a computer display[.];

Figure 2 is a diagram of an exemplary system of assigning duration and frequency of displaying commercial messages on a computer display using the technique of Figure 1[.];

Figure 3 is an exemplary embodiment of a computer system for displaying a commercial message on a video display for implementing the exemplary technique of Figure 1.

Replace paragraph [0010], on page 3, with the following new paragraph:

[0010] Internet sites generate revenue by placing advertisements on their websites. Revenue is generated from fees for placing the advertisements and from referral. Advertisements have traditionally been displayed through web servers when a user is on the Internet. A user may find such advertisements of no value or may be directed to other advertisements through links, which may or may not lead the user to any valuable information. In the process of browsing around the user may lose track of the original site to which he may

never return. In other scenarios, pop-up banners appear that distract the user and are necessarily of an intrusive nature. However, if advertisements were based on user's interest determined by the user inputs stored in a user profile, the likelihood of viewing those advertisements is greatly enhanced. Moreover, the commercial message ~~display~~ displayed during a user waiting period only is non-intrusive and, thus, the illustrated technique effectively uses a captive audience for revenue enhancement for computer manufacturers through commercial messages and entertainment.

Replace paragraph [0014], on page 4, with the following new paragraph:

[0014] Besides generating revenue, the user may be entertained during boot-up, the wake-up period or other waiting times. Instead of the traditional manufacturer logo or test status, the users get to see an informative advertisement tailored to their interests. By entertaining the user, the boot-up or wake-up delay does not seem to be as long, thus improving customer satisfaction. Besides advertisements, other information could be displayed such as announcements, useful productivity tips, utility enhancements and computer upgrades. By mixing the content displayed, it increases the likelihood of keeping the ~~users~~ user's attention. The user may sit through an advertisement if the user knows that there is going to be a useful tip or information afterwards. Other techniques to maintain the user interest can be used to make the user wait time entertaining, productive and revenue enhancing.